

Breastfeeding Peer Counselor Program Bi-Monthly Conference Call

August 14, 2012

Present-- Cascade, Custer, Flathead, Gallatin, Hill, Lewis and Clark, Missoula, Ravalli

Agenda Items

WBW reports of activities

Gallatin—Rock and Rest at the Sweet Pea Festival. Had rocking chairs and water available in a shaded area for breastfeeding and a place to rest. Some of the chairs were donated by members.

Cascade—Stroller Ride Walk held on Thursday afternoon, August 2nd. Also had balloons from Noodle Soup and cake to celebrate. Prizes were donated by Cascade County Health Department. Certificates for 6 and 12 month duration were presented.

Havre—Fair tent for breastfeeding, but no one breastfeeding used the tent. The Fair was the week before WBW. The visitors were teens and non-breastfeeding individuals.

Missoula—Did three main things. At the Missoula Kids Fair had the 4th annual breastfeeding rest stop tent, a fan-cooled tent, to breastfeed and change baby. The tent was staffed with breastfeeding counselors and community breastfeeding resources. At the Western Montana Fair, had a breastfeeding room in the Home Arts Building for breastfeeding families.

Terry Miller served as a Montana delegate and attended 4th United States Breastfeeding Committee Conference in Washington DC.

Ravalli—The Ravalli WIC office displayed a WBW banner. As part of the Ravalli breastfeeding coalition, helped host a Bitterroot Baby Run and Stroller Stampede. The Stampede in a 1-mile “Stroller Stampede” fun run/walk designed for parents and kids. Terry Miller (who works as the BPC at both Missoula and Ravalli WIC Programs) served as a Montana delegate and attended 4th United States Breastfeeding Committee Conference in Washington DC.

Silver Bow—Did not do anything specific this year due to the number of pregnant staff. Listening to all of the good ideas today and will use in the future.

Lewis and Clark—Big Latch held in Women’s Park. They joined with the Helena Breastfeeding Coalition on Saturday morning to support a simultaneous latch and breastfeeding by a large number of mothers and babies. There were breastfeeding

vendors who provided information. The number of breastfeeding mothers and babies did not seem as large as last year.

CDC Breastfeeding Report Card Release

The 2012 Card is out. This data is from phone calls made by a CDC immunization program surveying mothers. Montana still looks better than the national average, staying stable for initiation, but did see a decline in duration and exclusive breastfeeding duration.

There was discussion about why Oregon looked so good. Some suggestions were culture and longer history of working on increasing breastfeeding.

Update on the Training

The dates will be December 4th and 5th, 2012, at the Best Western Gran Tree in Bozeman, MT. On the first day we will have two guest speakers who will present on five different topics. The second day will focus more on how our programs operate and Breastfeeding Peer Counselor guidance. There is no charge for registration. Funds for travel and lodging were included in the contract calculations.

Other Discussion Issues

The Montana Milk Bank is located in Missoula and will have drop-off sites in other Montana communities.

Lorrie suggested the looking at using "Donor Milk: The Documentary". The website if interested in arranging your own screening and fund raiser is <http://www.kingwestpictures.com/Donor-Milk-Screening-Packages.pdf>.

Dawn asked about what will be covered under the changes in the Affordable Care Act which just occurred. The information available is more general and not a lot of detail. Insurers should cover pumps and lactation support. Medicaid will also cover these.

Plan is to find out more information on the subject for the next conference call in October.

Next call October 9, 2012 9:00 am to 10:00 am